



Aga Khan Foundation Canada

Marketing & Fundraising Officer OTTAWA, ON

Aga Khan Foundation Canada (AKFC) is a non-profit international development agency, working in Asia and Africa to find sustainable solutions to the complex problems causing global poverty. AKFC concentrates on a number of specific development challenges in health, education, rural development and civil society. In Canada, AKFC raises funds, builds partnerships with Canadian institutions, and promotes discussion and learning on international development issues. Established in 1980, AKFC is a registered Canadian charity and an agency of the worldwide Aga Khan Development Network.

World Partnership Walk (WPW) and **World Partnership Golf (WPG)** are AKFC's annual volunteer-run, signature fundraising campaigns and initiatives. WPW started over 33 years ago and has raised over \$100 million with 40,000 supporters in 10 cities across Canada. WPG was launched nationally in 2000 and has raised over \$10 million with tournaments in 7 cities across Canada. AKFC is seeking significant growth in both campaigns which offer participants the opportunity to get actively involved in helping address global poverty. These campaigns are managed by volunteers from planning to implementation in collaboration with AKFC staff.

The Position

We are seeking a savvy marketing and fundraising professional; passionate about improving the quality of life for the most vulnerable, to drive the retention and growth of AKFC's supporter base and the execution of a growing portfolio of fundraising initiatives.

The Marketing and Fundraising Officer will create and curate compelling online content and some offline content to drive fundraising and donations, as well as manage and develop AKFC's fundraising websites, apps and online fundraising platforms. Evaluation of user experiences and feedback, fundraising results and digital analytics will be a critical part of this role, underpinning AKFC's efforts to grow its fundraising portfolio and supporter base significantly.

Responsibilities

- Manage, and support the development of AKFC's fundraising websites, apps and fundraising platforms, ensuring they are user centered and mobile first digital products
- Monitor and report on digital analytics for these platforms, to help streamline the digital experience and maximize fundraising results
- Develop and manage email communications with AKFC's (active) supporter base to ensure retention and growth
- Conduct and analyze qualitative and quantitative research on the user journey to translate into digital products and engagement processes
- Identify and integrate industry best practices in all digital experiences

- Create engaging content for both online and offline communication materials, liaising with external designers and creative agencies
- Offer marketing support and training for AKFCs volunteers

Your Qualifications

Academic Background & Professional Experience

- Minimum of a Bachelor's degree in related field
- A minimum of three years related work experience, including digital fundraising and marketing experience
- Experience managing and developing websites
- Experience of working with graphic designers and creative agencies
- Quantitative and user behavior analysis skills
- Experience analyzing and tracking digital data and the effectiveness of campaigns, with the ability to draw out key observations/learnings and present them to non-specialists

Required Knowledge, Skills and Abilities

- Strong copywriting, design and photo editing skills
- Understanding of online and mobile fundraising and marketing best practices and trends
- Knowledge of website content management systems, including Joomla
- Experience of working with HTML and CSS
- Knowledge of graphics requirements and standards
- Excellent written/verbal communication skills in English, with strong proofreading skills
- Excellent organizational and time management skills
- Excellent interpersonal skills and ability to work well with others
- Commitment to engaging Canadians to improve the quality of life of marginalized communities in Asia and Africa

Assets (preferred but not required)

- Experience with peer-to-peer fundraising/donation software and/or online apps
- Knowledge of JavaScript, Bootstrap or equivalent framework
- Graphic design skills, with experience using Adobe Illustrator, Photoshop, InDesign
- Bilingualism (French and English)
- Knowledge of international development

Note: Some evening and weekend work will be required. This position is only open to Canadian citizens or landed immigrants.

Qualified applicants should submit a cover letter, CV and the names and contact information of three professional references via email to: hr@akfc.ca

Subject line: Marketing & Fundraising Officer, Application deadline is September 25.

Thank you for your interest. Note: applications will be looked as they arrive. Only those selected for interview will be contacted. To learn more about us, please visit our website at: www.akfc.ca